

# Antonietta MacKenzie

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## Executive Profile

Merchandising Director with more than 15 years of experience planning, developing and implementing merchandising and marketing strategies aimed to expand sales volume and brand recognition.

## Skill Highlights

- Creative
- Styling
- Detailed oriented
- Email Campaign Strategist
- Visual Merchandising
- Product Trend Analysis
- Project Planning and Management
- Event Management
- Training and Development
- Product Sourcing
- Leadership
- Brand Management & Strategy
- Brand Awareness
- Vendor Sourcing & Negotiations
- Personnel Oversight
- Budgeting and Forecasting
- Email Campaign Strategist
- Customer Relations

## Core Accomplishments

Developed and created Brand Identity and e-store platform for BDA. Created and developed SwervePoint, LLC's product line and catalogue layout. Directed and maintain all aspects of client interface such as price negotiations, production implementation, brand strategy and delivery. Created, organized and directed monthly trend collections via email campaign execution. Maintained a highly visual networking relation with clients and vendors.

## Professional Experience

**BDA Inc.** – Danvers, Ma -08/17-Present (*Acquired SwervePoint*)

*Merchandise Agency Firm*

### Merchandising Manager – 08/17-Present

- BDA Brand Identity
  - Updating logo and logo guidelines for proper use
  - Created internal brand approval process for all branded merchandise
  - Maintain and review all proofs for all branded merchandise
  - Built and manage our internal Self-Promotion e-Commerce Store
- BDA Client Facing B2B E-Store
  - Created a new platform with e-comm development for a new e-store platform
  - Hand selected and loaded over 2500 products onto the platform
  - Created seasonal merchandise collection based on retail trends
  - Seeing project through from start, to launch and maintaining the site
- BDA Marketing Strategy
  - Create and execute yearly marketing calendar for both BDA Brand and e-store platform
  - Launch Marketing campaigns for all seasonal trends – follow up with google analytics stats
  - Create Marketing launch plan & execution for e-store (StyleShop) platform, internally and externally to clients

**SwervePoint LLC.** – Danvers, MA - 09/04 to 8/17 (*Company was acquired by BDA*)

*Merchandising Communications Firm*

### Merchandising Director - 02/10-8/17

- Manage a team of Merchandising Assistants
  - Training
  - Quarterly performance reviews

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- Oversee all merchandising prior to leaving the department
- Vendor Relations
  - Vet all vendors for partnership
  - Negotiate relationship term agreement
  - Negotiate product pricing
  - Review sneak peek product launches & trend reports prior to actual release
- B2B Print Catalogue Merchandising (Freshbook)
  - Create collections for catalogue based on current buying trends
  - Source and select all products placed in final catalogue production
  - Price Negotiations
  - Sell full page ad space or product placement
  - Assist design in catalogue layout
  - Follow process from production through mailing and distribution
- B2B E-Commerce Merchandising
  - Maintain direct client interface
  - Review and approve brand guidelines and vector artwork with clients Marketing team
  - Analyze all previous usage/inventory reports to create product mix
  - Provide quarterly inventory analysis and make proper product adjustments to maintain or increase revenue
  - Provide on-going client engagement with weekly site progress reports
- Brand Awareness & Brand Style
  - Responsible for all merchandising for the SwervePoint
  - Creating monthly seasonal collections
  - Maintaining a fresh product mix for our website (StyleShop)
  - Merchandising our annual catalogue, Freshbook
- Business Development
  - Price out all market baskets
  - Negotiate pricing
  - Creative eye-catching virtual mockups and spec samples for in-person meeting
  - Attend all business development meetings as part of the pitch team
  - Discuss all merchandising capabilities and benefits

## **Senior Merchandiser - 10/10-02/11**

### **Merchandising & Marketing Specialist - 08/08-10/10**

- Responsible for overall brand awareness and brand style
- Attended key industry tradeshow for B2B custom event merchandising

### **Merchandising Coordinator - 04/07-08/08**

- Responsible for all details of product build, margin and delivery
- Created product collections for sales presentation

### **Sales Coordinator - 09/04-04/07**

- Responsible for data entry of final purchase order and receipt confirmation

## **Education**

**Pine Manor College** - Chestnut Hill, MA - 09/01 to 05/05

### **BA in Communications with a concentration in Advertising**

- Minor in Graphic Design